

IN THE CLAIMS:

Claims 1-4 (cancelled)

Claim 5 (withdrawn)

Claims 6 and 7 (cancelled)

Claims 8-11 (withdrawn)

Claims 12-16 (cancelled)

Claims 17-19 (withdrawn)

Claim 20 (cancelled)

Claims 21-23 (withdrawn)

Claim 24 (new): A method for reducing *pruritis* of the mammalian scalp caused by *seborrheic dermatitis* comprising the steps of **(A)** applying to said mammalian scalp a *pruritis* reducing quantity and concentration of an anti-dandruff shampoo comprising water, a shampoo base, a fragrance, each of the components of which has a $C \log_{10}P$ (i) in the range of from about 1 to about 3, without restriction on the molecular weight of each of said components, (ii) in the range of from about greater than 3 to about 10 for components, each of which has a molecular weight in the range of from about 120 to about 350 or (iii) in the range of from about 1 to about 3 without restriction on the molecular weight range of each of said components and in the range of from about greater than 3 to about 10 for components each of which has a molecular weight in the range of from about 120 to about 350, wherein P is the n-octanol/water partition coefficient of the fragrance component, the concentration range of said fragrance being in the range of from about 0.03% to about 5.0% by weight of the anti-dandruff shampoo and from about 0.5% to about 2.5% by weight of the shampoo of an anti-dandruff composition consisting essentially of:

(a) an anti-dandruff agent;

- (b) a cooling sensate material which comprises a C₁–C₃ alkyl or dialkyl-N-substituted menthane carboxamide; and
- (c) a cooling sensate enhancer material which is a C₇–C₁₂ alkanolic acid vanillamide

wherein the weight ratio of anti-dandruff agent:cooling sensate material:cooling sensate enhancer material is from about 0.7 to about 1.5 antidandruff agent:from about 0.5 to about 1.5 cooling sensate material:from about 0.001 to about 0.1 cooling sensate enhancer material for a *pruritis* reducing period of time and **(B)** applying to said mammalian scalp a rinsing quantity of water in order to remove residual shampoo, whereby the application of said shampoo exerts:

- i. a substantial soothing effect;
- ii. a deep-cleansed effect as measured by the IFF squeak test;
- iii. a significant itch reduction;
- iv. a substantial tingling effect;
- v. a substantial warming effect;
- vi. a substantial cooling effect;
- and
- vii. a significantly enhanced menthol/medicinal aroma.

during use and from 1-30 minutes post-use.

Claim 25 (new): The process of claim 34 wherein in the anti-dandruff composition, the cooling sensate material is N-ethyl-p-menthane-3-carboxamide and the anti-dandruff agent is zinc pyrithione.